

**Method, System, and Computer Program Product for  
Propagating Remotely Configurable Posters  
of Host Site Content**

***Abstract of the Disclosure***

5           A method, system, and computer program product for propagating access  
to host site content to remote users over the World Wide Web are provided.

10       Access to host site content is distributed more widely and easily through  
propagative posters. Remote users can access a host site and configure  
propagative posters in real-time. A Web code segment corresponding to a  
15       configured propagative poster is then generated and sent to the remote user in real-  
time. A remote user can easily cut and paste the generated Web code segment into  
the user's remote Web page. Alternatively, the generated Web code segment can  
be automatically inserted into the user's remote Web page if access rights to write  
on the Web page are available. In one embodiment, a propagation poster manager  
20       is provided for managing propagation posters of host site content to remote users  
over the World Wide Web. The propagation poster manager includes a  
propagative poster configuration module and a propagative poster generator. The  
propagative poster configuration module hosts a configuration session that allows  
a remote user to configure a propagative poster of host site content based on at  
least one configuration selection input by the remote user. The propagative poster  
generator generates and forwards the propagative poster identifier and the Web  
code segment to the remote user in real-time.

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